



**THE  
DINO  
GUIDE  
TO  
DIGITAL  
ETHNOGRAPHY**

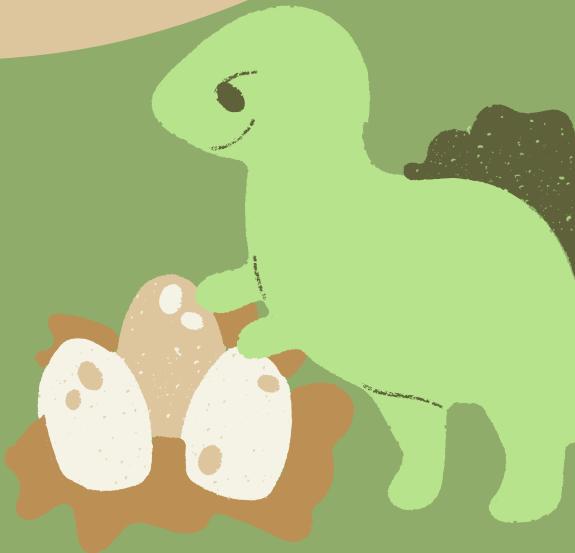
# Introduction

A long long time ago, dinosaurs were not burdened by the struggles of Digital Ethnography.

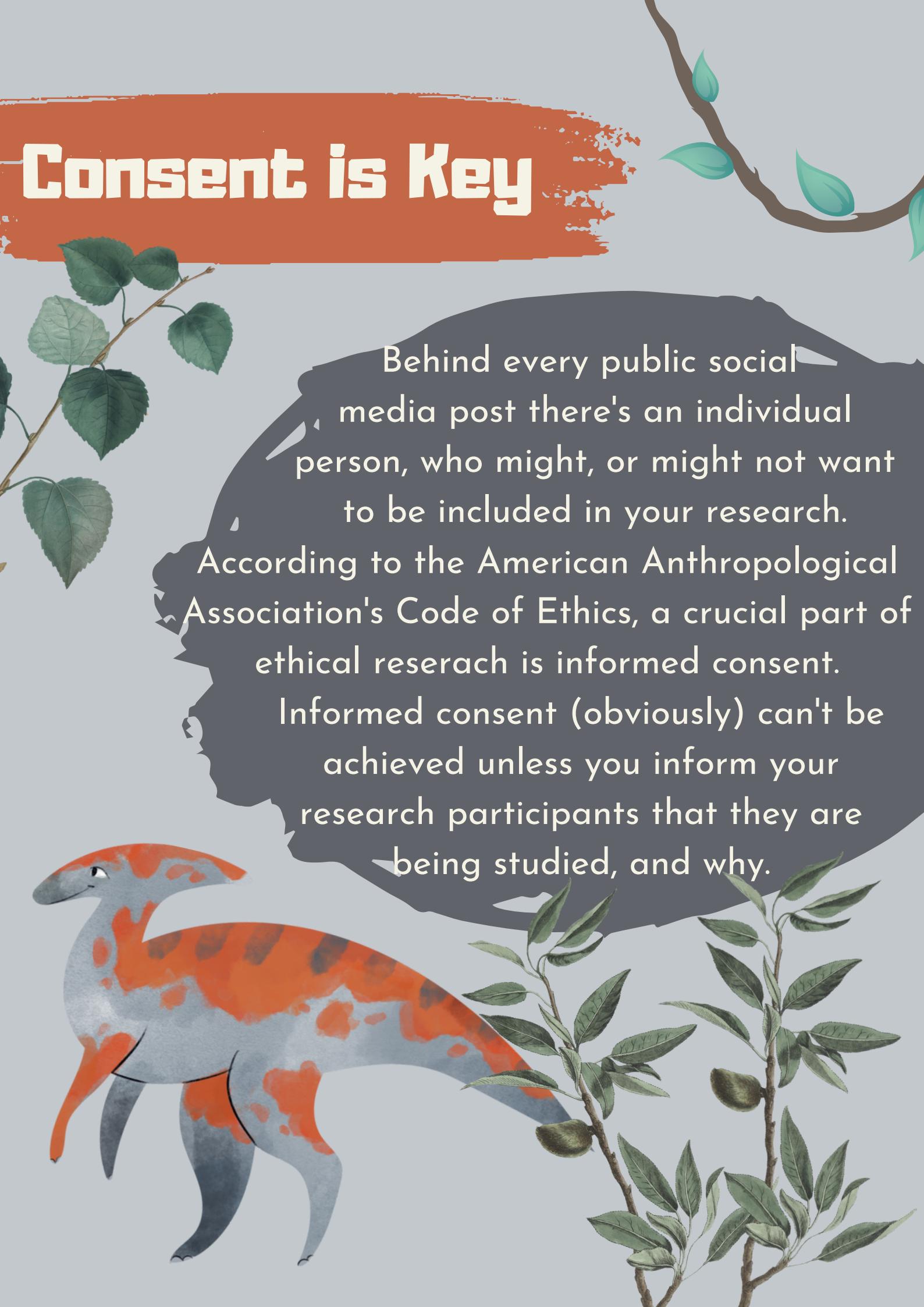
After all their main focus was protecting their eggs (data). But as time went on their eggs became digital.

The dinosaurs were now clueless, seeing as they only knew how to protect their actual eggs. They soon noticed that protecting and obtaining their newly digital eggs was difficult.

That is why we (Aga, Julia, Morris, and Summer) are here to help these clueless dinosaurs find the best ways to protect their eggs!



# Consent is Key



Behind every public social media post there's an individual person, who might, or might not want to be included in your research.

According to the American Anthropological Association's Code of Ethics, a crucial part of ethical research is informed consent.

Informed consent (obviously) can't be achieved unless you inform your research participants that they are being studied, and why.

Always ask if you can include someone's post in your research, even if it's shared publically

Explain what your research is. Remember: people on social media might not be familiar with scientific jargon, so make it as simple as possible!

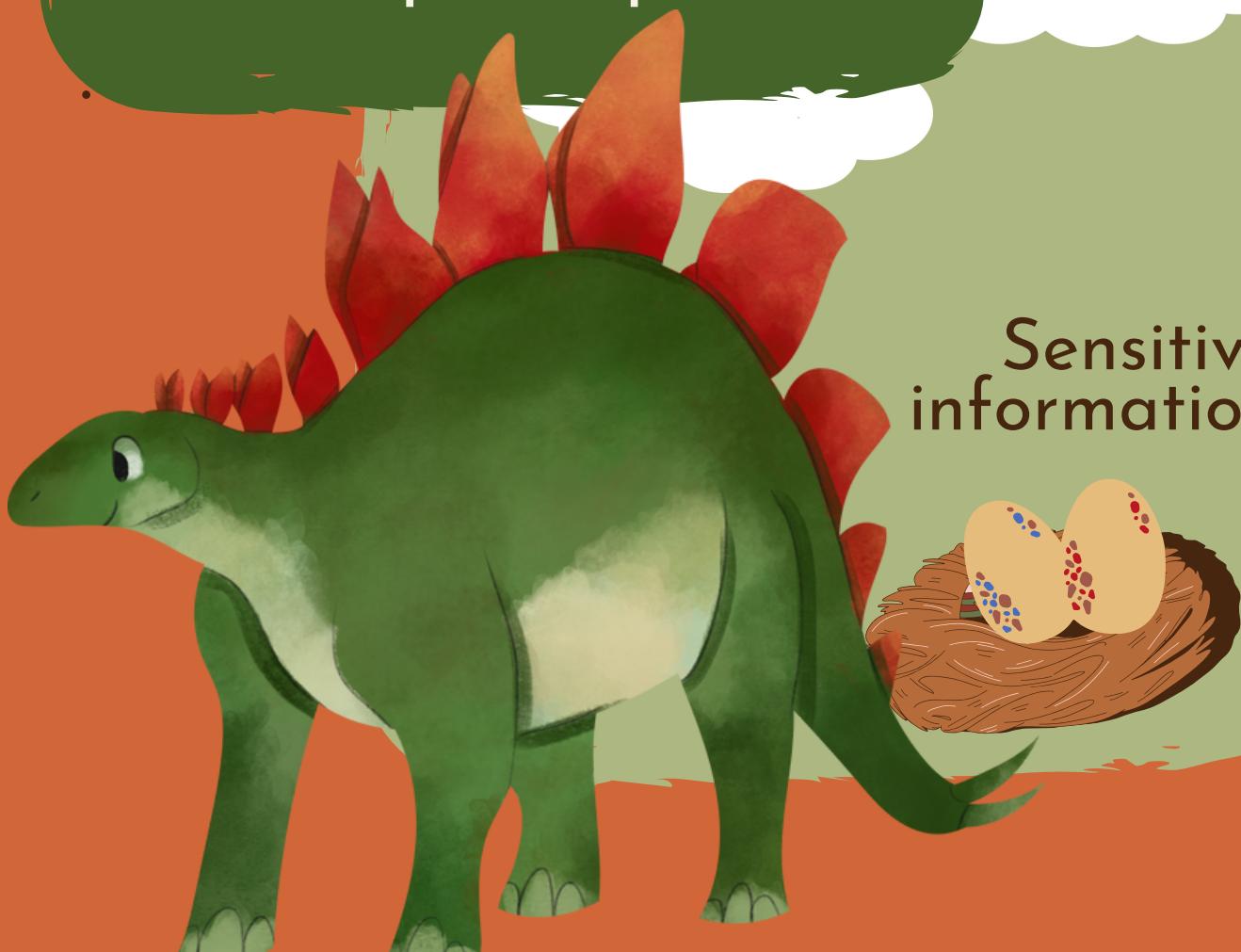
Explain why you're collecting these data, and what the results of your research might entail

**Some tips  
for informed  
consent!**

# Securing Platforms

The people you're interested in researching online might be private about their identity, it is vital that you protect the identity and potential private matters of your research participant.

Sensitive information



# Using a VPN (Virtual Private Network) will route you and your participant's internet traffic through an encrypted connection, ensuring safety and anonymity.



✓ Based in Panama (no internet surveillance)

✓ Fast internet speeds

✓ Top-notch safety measures (double vpn, kill switch, AES)

— Requires monthly subscription

Free VPNs often make money off of your data!



Now that we have a VPN, it is important to pick a safe platform for confidential communication between ourselves and the participant.

Whereas apps like Whatsapp collect metadata (from users outside of the EU) like: IP address, phone number, location history, and more)

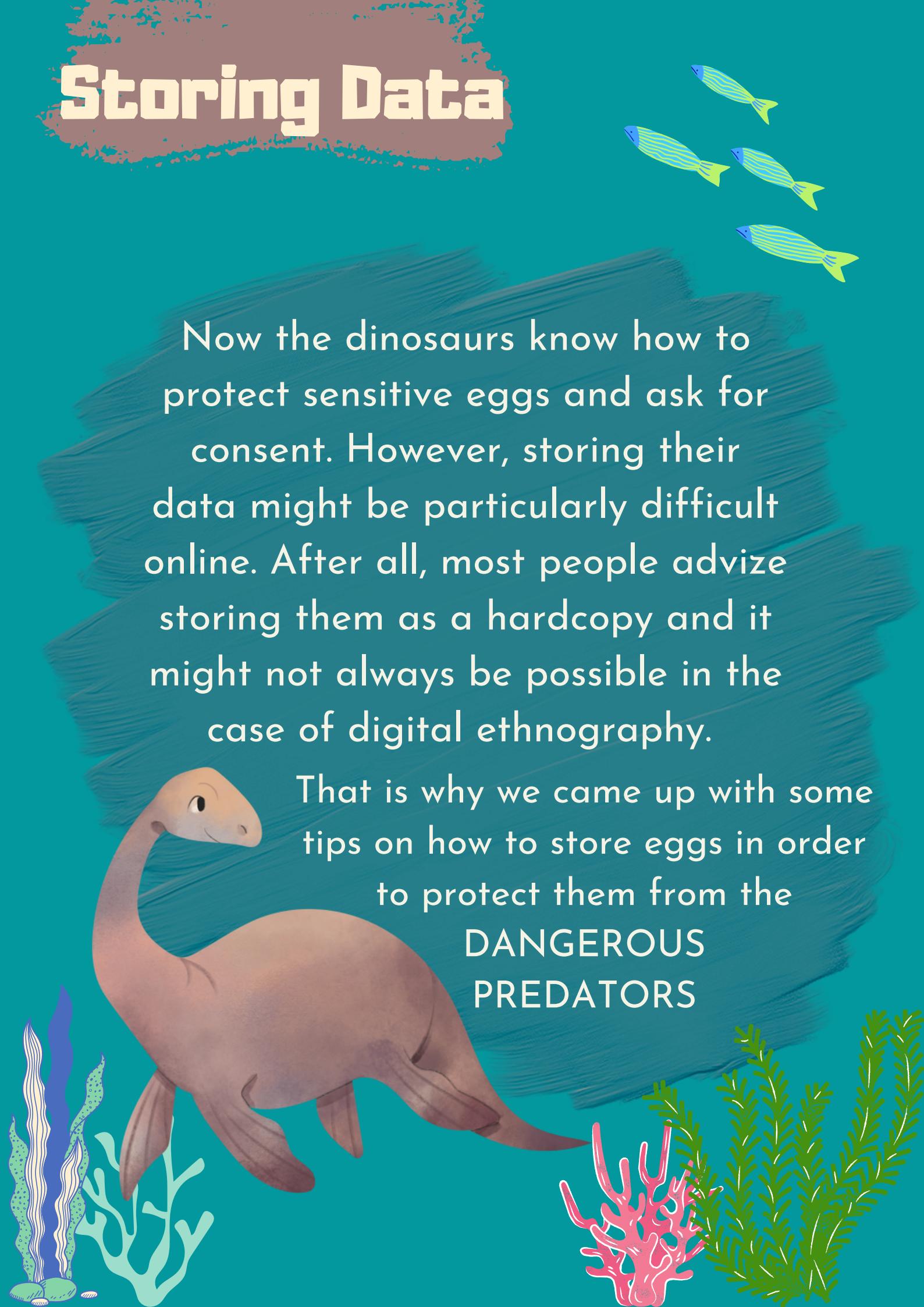


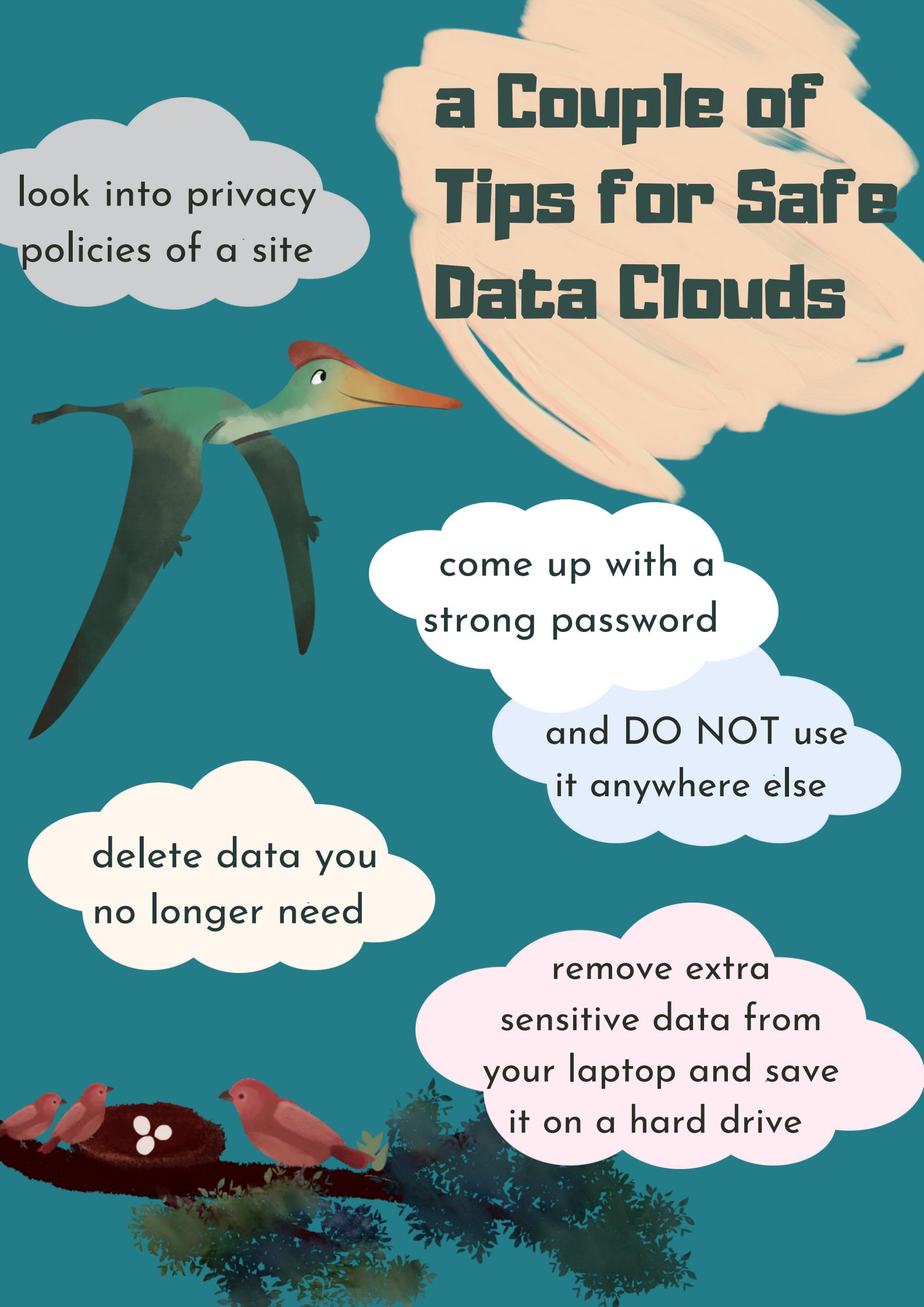
The app Signal does NOT do this, it only requires one's phone number but has a "sealed sender" option where it is impossible for anyone to see a correspondence unless they are one of the participants.

# Storing Data

Now the dinosaurs know how to protect sensitive eggs and ask for consent. However, storing their data might be particularly difficult online. After all, most people advise storing them as a hardcopy and it might not always be possible in the case of digital ethnography.

That is why we came up with some tips on how to store eggs in order to protect them from the **DANGEROUS PREDATORS**





# a Couple of Tips for Safe Data Clouds

look into privacy  
policies of a site

come up with a  
strong password

and DO NOT use  
it anywhere else

delete data you  
no longer need

remove extra  
sensitive data from  
your laptop and save  
it on a hard drive

# Encrypted Storage Platforms

Using storage platforms that have an encryption is essential for protecting your eggs.

Examples are SpiderOak, MEGA, pCloud

For ultimate egg security make sure to use **Two-Factor Authentication!**



# Conclusion



Now the Dinos know how to protect and safely store their data. They also know that it's important to ask for consent before making eggs.

To prove that they learnt something, they prepared a small recap!

Always ask for consent and remember about the AAA Code of Ethics

Try to move to secure platforms for messaging and use a VPN

Store data on secure platforms with two-factor authentication and keep our tips in mind

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